

This is Florida's Post Card day as we cant show all
our beauties on a card make us a visit so we
can prove it.

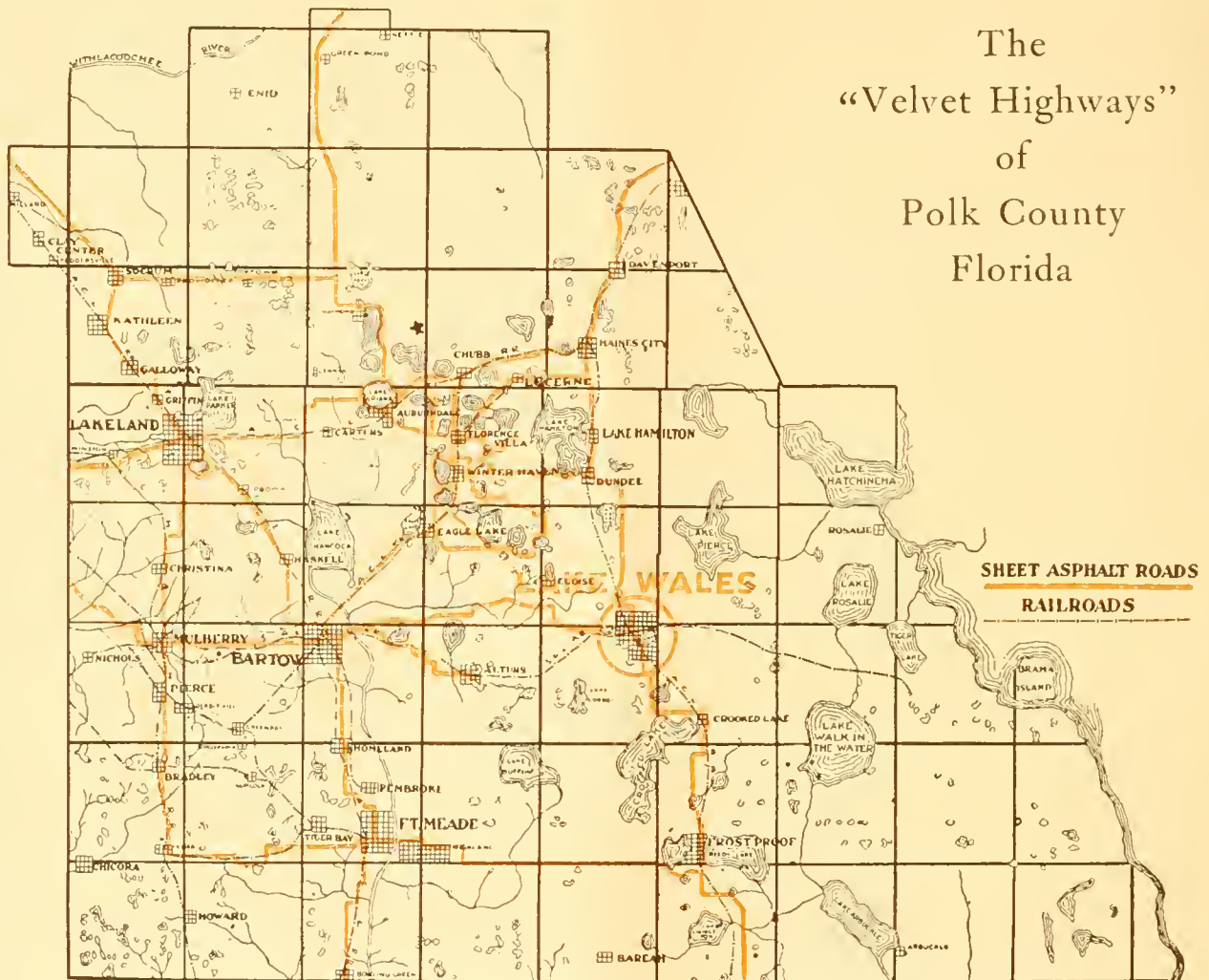
CROWN JEWEL OF THE SCENIC HIGHLANDS

1st Kidding Agent
allow Coast Line R.R.
Lake Wales Fla



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The "Velvet Highways" of Polk County Florida



POLK COUNTY

Located about the center of the peninsula of Florida.

Population, about 43,000.

Area, 1,907 square miles.

Land area, about 800,000 acres.

Assessed valuation, about \$19,000,000.

Thirty towns in the county, all connected by railroad and county-wide system of asphalt roads.

A descriptive booklet of the county will be sent on application to the Lake Wales Board of Trade.



By Transfer

OCT 8 1921



Lake Wales

“*THE CROWN JEWEL OF THE SCENIC HIGHLANDS,*” presents herewith a brief and authentic resume of the commercial, agricultural and industrial resources of the community, illustrated with photographs that show the scenic beauty and progressive development. Lake Wales is not a tourist town, although many spend the winter season here. Rather it is a substantial all-year community, with a population around two thousand, and enjoying a steady, if not spectacular growth.

Located on the Scenic Highlands automobile highway, which is now a State highway, over three hundred miles of perfect road is available to the motorist, and connecting Lake Wales with every town in Polk County without a break. Served by the Atlantic Coast Line Railroad and the Seaboard Air Line Railway, its transportation and shipping facilities are adequately taken care of.



Lake Wales is modern and progressive, with public utilities, business blocks, the best of hotel accommodations, schools, churches and active civic organizations. It offers a home in a prosperous section where there is abundant opportunity to enjoy outdoor life and sport the year round, together with agricultural and industrial opportunities without the hardships incidental to less favored sections of the country.

From its setting in the hills, within two miles of the highest point in Florida, overlooking sparkling clear-water lakes, fringed with citrus-fruit groves, Lake Wales extends its invitation to you.

Business Section

Aside from the industries mentioned elsewhere in this booklet, Lake Wales presents an active commercial appearance thruout the year. None of the "off-season" appearance is in evidence. Lake Wales has a fine newspaper, modern theatre, Western Union telegraph office and several fine garages. Numerous handsome brick structures house department stores, drug stores, and, in short, every equipment of a thoroly modern city.



Banks

LAKE WALES can boast of two strong financial institutions in the Lake Wales State Bank and the new Citizens Bank of Lake Wales. The Lake Wales State Bank is ably managed by leading citizens, their financial resources at the close of business on the second day of April, 1921, showing resources of nearly half a million dollars. The Citizens Bank of Lake Wales is a younger institution, occupying a new building, and with every modern equipment for the convenience of its patrons. This bank is capitalized at fifty thousand dollars, with a surplus of five thousand dollars, and is a member of the Federal Reserve System.

Railways

Excellent shipping and transportation service are provided by the Atlantic Coast Line and the Seaboard. Two thru trains daily, both north and south, pass thru Lake Wales on the Atlantic Coast Line. One of these has Pullman accommodation to and from Jacksonville and northern points. Both the Seaboard Air Line Railway and the Atlantic Coast Line Railroad have regular passenger, mail, express and freight service.





Churches

The Methodists and Presbyterians have their own church buildings, while the Baptist and Christian churches, now holding services in the Masonic Hall and Theatre Building, are planning to build handsome edifices in the near future. Other denominations are represented.

Schools

The public school building is a modern structure, built to provide adequate educational features, in both Grammar and High School. The present enrollment is more than two hundred, with a splendid staff of teachers.

The building was designed and built under strictly sanitary ideas and principles, with ample light and air, and it is surrounded by most attractive grounds, with considerable elevation giving ample drainage facilities with plenty of beautiful trees where nature's shade is enjoyed beyond measure during the recreation periods by the scholars attending.

Health of all children in the public school is given particular attention by the authorities.



Hotels

Three modern hotels offer accommodations to the traveling public during the entire year. Being situated within a short distance of our lakes, guests can conveniently take advantage of boating and bathing, enjoy beautiful scenery, and be refreshed by the delightful breezes coming over the cool water.



Social Life

The Woman's Club of Lake Wales has a large membership, and is very active in social and civic life. The Masonic fraternity, the Eastern Star and other organizations are well represented.



Amusements

The Lake Wales Amusement Company has completed a theatre building of stucco with green tile trimmings, architecturally a thing of beauty, and most modern in its appointments. The playhouse has a seating capacity of four hundred, offering the best in motion-picture production, with orchestral concerts daily. An excellent lyceum coarse and a Radcliffe chautauqua are also provided.





Golf

Within the confines of Polk County, and easily accessible from Lake Wales, there are a number of fine golf courses. Mountain Lake, within a few minutes' ride, has an eighteen-hole course noted thruout the country as one of the finest. Lakeland Highlands, Florence Villa, Bartow, Highland Park, Crooked Lake Golf and Yacht Club, all have splendid courses.

Fishing

There are more than six hundred clear-water lakes in Polk County, many in or near Lake Wales. Abounding in game fish of many kinds, those who delight in following in the footsteps of Isaac Walton find this an ideal spot. Large-mouth bass, speckled perch, perch and bream are plentiful.

Hunting

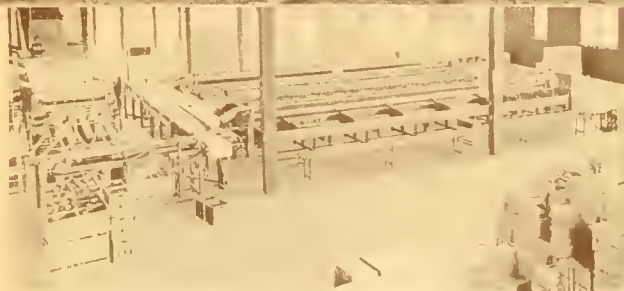
This section of the State is so well known by the true sportsman that it is only necessary to dwell on this subject in a few words. Here is where game is plentiful and of wide variety. Quail and other small game abound in limitless quantities, and the wild turkey and deer are plentiful but more in the outlying districts.



Industries

LAKE WALES does not depend alone on citrus-fruit raising or perpetual farming for its development and progress. Industrially it has kept pace with the rapid strides made in other directions. Just outside the city limits the Consolidated Crate and Lumber Company is completing a million-dollar crate and lumber mill. The saw-mill is of 50,000 feet capacity, with dry kiln and planing mill. Twelve thousand fruit crates per day will be produced, and it will require two hundred and fifty men to keep the plant in operation.

The Florida Ice and Power Company has for some time supplied light and power to Haines City, Frostproof and Avon Park, as well as home service. To extend the service to meet the demand this company has installed an additional unit. All of the machinery in the new power house is of latest improved design, representing an investment of half a million dollars. Practically every town in the "Scenic Highlands" receives its illumination from the "Crown Jewel", with service second to none in the large cities.





The Lake Wales Citrus Growers' Association, affiliated with the Florida Citrus Exchange, have a modern packing house. During the 1920-21 season 70,000 boxes of citrus fruits were packed and shipped to Northern markets.

Many other industries and manufacturing plants are in operation.

Good Roads

The delight of the motorist in Polk County's wonderful road system is but natural. Here one finds a network of wide asphalt-paved highways, connecting every city. A glance at the map will show Lake Wales, situated on the Scenic Highlands highway, where one can fully enjoy motoring without the inconvenience of mud; or dust to mar the wonderful vista presented from the tops of rolling hills. There are crystal clear lakes, fringed with groves, nestling in the valleys below. Lake Wales, itself, will soon have the best of paving, the City Council contemplating nine additional miles of street improvement in the business and residential section.



Citrus Developments

In citrus-fruit production and grove development, Polk County leads the State, not only in the number of boxes of fruit shipped annually and acreage set to grove, but in quality and facilities for marketing. Practically a million dollars is invested in modern packing houses thruout the county, insuring prompt and efficient handling. The Polk County branch of the Experiment Station of the United States Agricultural Department means much to those beginning in the citrus industry, while the county maintains an Agricultural Demonstration Agent for the purpose of assisting the new-comer in the proper methods of caring for a grove.

In and around Lake Wales there are so many unusually large and important developments of a co-operative nature that it is only possible to briefly mention a few of them. Within a five minutes' ride is Mountain Lake, one of the most beautiful and distinctive of all Florida developments. The





Mountain Lake groves are unique in that not only are they being cared for in a way that will make them commercially profitable, but they are made a definite feature of the landscaping. Sixty groves have been planted and sold, each containing approximately 625 trees. When the grove development is completed, two thousand acres will be under citrus cultivation. The ownership of property, either a home or a grove, is necessary to membership. The Mountain Lake clubhouse is conceded to be one of the finest in the South; the eighteen-hole golf course has a national reputation; tennis, fishing and hunting provide recreation and sport.

Two miles east of Lake Wales is the development of the Mammoth Grove Corporation, where 4,600 acres of citrus trees are being planted, and cared for through a period of five years and delivered to a purchaser in five- and ten-acre tracts at a reasonable cost. These groves are located only a short distance from Lake Pierce, an immense lake, which tempers the winds as they sweep across its broad expanse, and furnishes protection for the young citrus trees.

Still further to the east is Templetown, the largest individual citrus grove in the world. Sixteen hundred acres are now being cleared, under fence and being planted as fast as



nursery stock can be supplied. More than a million dollars is to be spent in this enterprise, which is to be a strictly commercial proposition.

Two miles to the south of Lake Wales, on the shore of Lake Easy, is Highland Park. This is a home and citrus proposition, developed on a broad and comprehensive plan. A splendid golf course, modern clubhouse, children's playground, tennis courts, bathing beaches—all form a part of life at Highland Park. The plan embraces the production of groves and the building of homes for members at cost.

Lake Wales is the center of these and many other remarkable developments—conclusive evidence of the wonderful opportunities of this section—indicating what the future growth of the city will be.

Climate

Lake Wales has a distinct appeal to those who desire a home in a healthful climate devoid of extreme conditions winter or summer. Those who live in the Northern and Western States, where the range of temperature is from 90 to 100 degrees in summer, and below zero in winter, find it hard to realize that in Florida the average variation will not exceed 40 degrees the year round and that in Lake Wales the temperature





rarely exceeds 90 degrees during the summer, or as low as 40 degrees in winter.

The equable climate is due partly to the ocean and gulf breezes that almost constantly sweep the State, and partly to the tempering influence of the lakes. During the winter months many visitors find here the health-restoration that comes from outdoor living in the Florida sunshine. Those who stay thruout the summer find the days pleasant and the nights delightful and refreshing. Government statistics pertaining to this section, and covering a period of twenty-five years, will prove of interest:

	Average Mean Maximum Temperature	Average Mean Minimum Temperature	Average Mean Temperature
April.....	80.2	61.4	70.8
May.....	85.7	67.2	76.4
June.....	88.6	71.5	80.0
July.....	89.1	73.2	81.1
August.....	89.2	73.5	81.3
September....	88.0	71.8	79.9

With Nature combining sunshine and showers; with the golden fruit ripening thruout fall, winter and spring; with strawberries at Christmas time and plant life never dormant, one might well say that here there is no winter or summer.



Homes

One of the impressive features is the number of attractive and modern homes, with a building program that many a larger city might well envy. Several residential developments offer homesites as desirable as can be found in Florida.

The homes of Lake Wales are not only substantial in appearance but are most attractive in design and general architecture, built for beauty as well as comfort. Here we have the small but attractive bungalow where one is most comfortable, to the large and more commodious homes with a wide variety of ideas and tastes so well displayed. Even a casual glance on this and other pages will easily convince the reader that this section of the State can well boast of many elaborate and substantial homes that would be a credit to any city of this size; yes, and many times larger.

Nature, too, has been unusually kind in providing shade and beauty in this the residential section. Stately shade trees, the graceful subtropical palm, the tall and massive pine, all tend to form a beautiful and substantial background to the picture, all of which cannot but be admired by those who are fortunate enough





to reside here and our welcome visitors as well. Here, too, individual and civic pride is so generously displayed. One resident tries to outdo his neighbor in beautifying the grounds surrounding the number of homes here, and the rivalry is keen. What with attractive streets, paved sidewalks, well-kept lawns, wonderful foliage and beautiful flowers, here we have a combination for the eye to feast upon from most every angle.

Then, too, there is chance for such wonderful growth and future development of Lake Wales, ample room for the extension of the city's limits. What must be the future of a city so situated? Surely there can be but one answer—and that is that this immediate section, "The Crown Jewel of The Scenic Highlands," has before it a period of growth such that her sister cities must stand by and watch with envy.

There seems to be a wonderful spirit of cooperation and one object in view—that of progressiveness and of moving forward, which will ultimately make this city what it is destined to be, where wealth, happiness and prosperity shall reign, and good-will toward our fellow man shall ultimately draw to our gates a citizenship of which any community will be justly proud.

It has been said that Lake Wales is the city of beautiful homes, and because of the numerous splendid dwellings in its residential districts, many permanent settlers have been attracted



to the community to cast their life's lot with a new and rapidly growing town in the highlands of scenic Florida.

There are bungalows with shingled sides and red-tiled roofs, attractive because of their varying oddities. Broad verandas encircle their fronts and cement sidewalks lead from their entrances to tree-bordered streets. There are simple and complex bungalows, single and double bungalows, story-and-a-half bungalows and apartments with bungalow fronts.

And there are the more imposing homes with colonial columns and mathematically-gabled roofs. A city pride that has a place in the hearts of Lake Wales people prompts them to beautify their premises, and the same spirit possessed by city authorities keeps the streets in keeping with the beautiful grounds that surround most Lake Wales homes.

Window boxes filled with growing things brighten long apartment house facades. Parks and playgrounds afford breathing spaces in the more thickly populated centers of the town. Public beaches and bathing pools take the place of the old-time country swimming hole. Vegetable and flower gardens are becoming as common on forty-foot city lots as in the outlying areas.

Happiness lies in Lake Wales and nowhere is it more in evidence than in her homes that line the avenues of the incorporation and extend far into the suburban territories.



 HIS BOOKLET has been written and illustrated with a view of presenting Lake Wales and the surrounding territory just as you will find it when you visit this wonderful section. No attempt has been made to elaborate, but rather every statement made has been more than conservative. It would require no gifted writer to pen a word-picture that might seem but a wild flight of fancy - yet no man has ever described the natural beauty of the Scenic Highlands as it truly is.

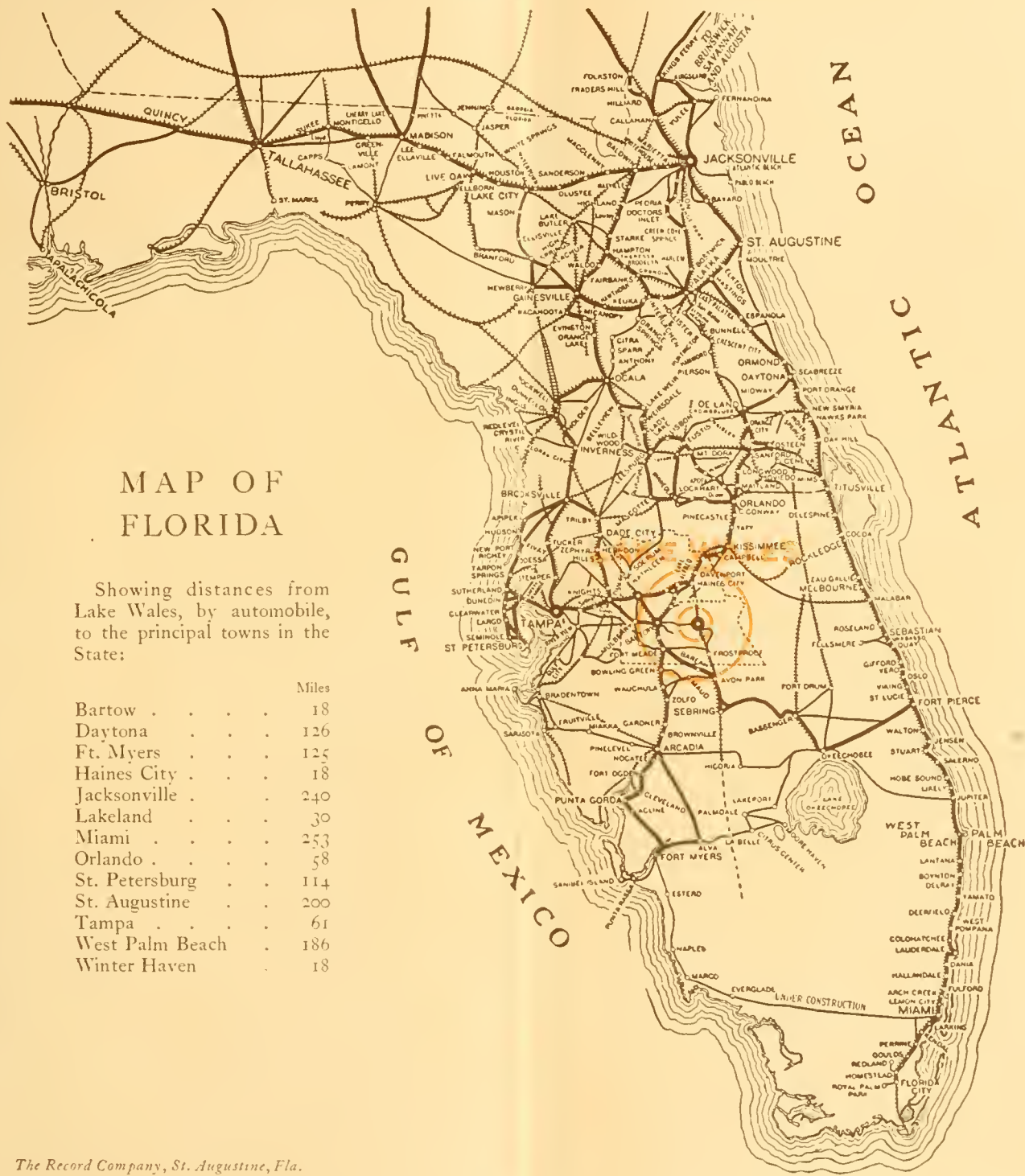
This is simply a medium through which the beauties and the wonderful opportunities of this section of Florida shall be presented to the interested public. Would space have allowed it would have been well to have called attention to Lake Wales, giving a history of this community from the time when no man had entered here other than to satisfy the hunter's desire to kill deer and turkey, to fish in these quiet lakes, and to camp and while away a few days in a "Fairy Land" apart from the busy turmoil of social and business activity.

How pleasant it is to recall the scenes of the past, make comparisons with the present, and then view ahead into the future and form a mental picture as to what may be in store for this wonderful section of Florida, if we grasp the opportunities within

reach, and use energy, good judgment and co-operation.

The mission of this booklet has been accomplished if we have conveyed to you an idea of our development, our resources, and our natural advantages. The investor, the home-seeker, the tourist, all will find offered the opportunity to live profitably, happily and healthfully in an ideal climate.

The rolling hills, gemmed with many sparkling fresh-water lakes; large tracts of pine and oaks; thousands of acres of beautiful and productive orange and grapefruit groves, the fragrance of the blossoms pervading the air; the fruit ever ripening; fishing, hunting, golf; a land where growing things are always green—in such a setting Lake Wales, "Crown Jewel of The Scenic Highlands," awaits the opportunity to greet you.



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